



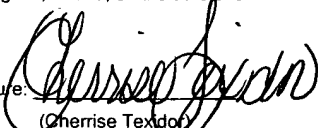
2611
ifw

PTO/SB/21 (09-04)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/852,229	
	Filing Date	May 8, 2001	
	First Named Inventor	Michael CRISTOFALO	
	Art Unit	2611	
	Examiner Name	H. V. Tran	
Total Number of Pages in This Submission	21	Attorney Docket Number	559442003900

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard Form PTO SB/08/a/b listing: * (17) US Patent Documents (not enclosed) * (7) Foreign Patent Documents * (2) Non Patent Literature Documents
<div>Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	MORRISON & FOERSTER LLP		
Signature			
Printed name	Jonathan Bockman		
Date	March 14, 2005	Reg. No.	45,640

CERTIFICATE OF HAND DELIVERY	
I hereby certify that this correspondence is being hand delivered to: Commissioner for Patents, Alexandria, Virginia, 22313, on the date shown below.	
Dated: 03/14/05	Signature:  (Cherrise Texido)

PATENT
Docket No. 559442003900



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO et al.

Serial No.: 09/852,229

Filing Date: May 8, 2001

For: TECHNIQUE FOR OPTIMIZING THE
DELIVERY OF ADVERTISEMENTS
AND OTHER PROGRAMMING
SEGMENTS BY MAKING
BANDWIDTH TRADEOFFS

Examiner: H. V. Tran

Group Art Unit: 2611

**SUPPLEMENTAL INFORMATION DISCLOSURE
STATEMENT UNDER 37 C.F.R. § 1.97**

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO/SB/08a/b. Copies of the foreign documents and non-patent literature are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is submitted before mailing of a first Office Action on the merits; accordingly, no fee or separate requirements are required.

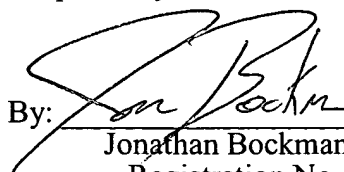
Applicants would appreciate the Examiner initialing and returning the Form PTO/SB/08a/b, indicating that the information has been considered and made of record herein.

The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the unlikely event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing **559442003900**.

Dated: March 14, 2005

Respectfully submitted,

By: 

Jonathan Bockman
Registration No. 45,640
Morrison & Foerster LLP
1650 Tysons Boulevard
Suite 300
McLean, Virginia 22102
Telephone: (703) 760-7769
Facsimile: (703) 760-7777



Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Complete if Known	
				Application Number	09/852,229
				Filing Date	May 8, 2001
				First Named Inventor	Michael CRISTOFALO
				Art Unit	2611
				Examiner Name	H. V. Tran
Sheet	1	of	1	Attorney Docket Number	559442003900

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	1.	5,652,615	7/29/1997	BRYANT et al.	
	2.	5,758,257	5/26/1998	HERZ et al.	
	3.	5,790,176	8/4/1998	CRAIG	
	4.	5,956,716	7/21/1999	KENNER et al.	
	5.	6,026,376	2/15/2000	KENNEY	
	6.	6,038,000	3/14/2000	HURST, JR.	
	7.	6,104,443	8/15/2000	ADCOCK ET AL.	
	8.	6,141,010	10/31/2000	HOYLE	
	9.	6,326,982	12/4/2001	WU ET AL.	
	10.	2002/0032905	3/14/2002	SHERR ET AL.	
	11.	2002/0053078	5/2/2002	HOLTZ ET AL.	
	12.	2002/0056091	5/9/2002	BALA ET AL.	
	13.	6,487,721	11/26/2002	SADAFI	
	14.	6,509,908	1/21/2003	CROY ET AL.	
	15.	6,591,247	7/8/2003	STERN	
	16.	6,597,374	7/22/2003	BAKER ET AL.	
	17.	6,792,615	9/14/2004	ROWE ET AL.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	18.	CA-246,437	1/27/1925		abstract	
	19.	WO-90/00847-A	1/25/1990		abstract	
	20.	GB-2290431	12/20/1995		abstract	
	21.	EP-0847200-A1	6/10/1998		abstract	
	22.	WO-98-45902	10/15/1998		abstract	
	23.	WO-98-48566-A2	10/29/1998		abstract	
	24.	WO-99-55066-A1	10/28/1999		abstract	

*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	25.	WILLEBEEK-LEMAIR, et al. "On Multi-point Video Control Units for Videoconferencing", 1994, pp. 356-364, IBM T.J. Watson Research Center	
	26.	"Overview," located at www.claria.com/companyinfo/ visited on March 1, 2005	

*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

va-96357